



Center for Retail Leadership
631 SW Harrison St
Portland, OR 97201

April 3, 2013

Dear Tera:

I am writing to State my support for the James Beard Public Market proposal. Please convey my support to committee chair, Tobias Read.

I have been working with National & Oregon Food Companies for over 25 years while working in the business school at Portland State. Portland is one of the leading Centers for food culture and innovation in the country. I have been in a position to watch the growth in interest in the food industry. There truly is a great deal of passion about quality, healthy food that contributes to the economic and social vitality of this region.

The James Beard Public Market is an opportunity for Oregonians to showcase a living bridge between urban and rural food economies in our State. I believe that a dynamic public market will stimulate interest in quality regional food and food companies and contribute to our regional food economy as well as to highlight how quality healthy food contributes to the quality of our NW lifestyle. The market I believe will provide an additive impact on the development of innovative food companies and serve to boost economic impact among Oregon food producers and resellers.

Please support this welcome addition to Oregon's thriving food economy and culture that make this such an attractive place to live and work.

Sincerely,

A handwritten signature in black ink that reads 'Tom Gillpatrick'.

Tom Gillpatrick, Ph.D.
Juan Young Professor of Food Marketing
Executive Director of CRL
Portland State University